



Agritourism Communications



South Carolina
DEPARTMENT OF AGRICULTURE

Hugh E. Weathers, Commissioner



South Carolina Agritourism



PROGRAM BEGAN IN 2014

GOALS:

- LOCATE SC FARMS THAT INVITE PUBLIC TO VISIT
- PUBLIC AWARENESS
- EDUCATE FARMERS





Agritourism Passport

STARTED IN 2016

ORIGINALLY DESIGNED TO MIMIC US PASSPORTS



COVER

Participant information and rules page. Includes fields for First Name, Last Name, Date of Birth, Place of Birth, Date of Issue (JANUARY 1, 2016), and Date of Expiration (DECEMBER 31, 2016). It also contains the SC Agritourism Association logo and a list of rules.

PARTICIPANT INFO / RULES PAGES



REGION DIVIDER PAGES

Farm stamp pages. Includes stamps for Bart Garrison Agricultural Museum of SC, Chattooga Belle Farm, Berry Acres, and City Scope Winery, LLC. Each stamp contains the farm's name, address, phone number, website, and hours of operation.

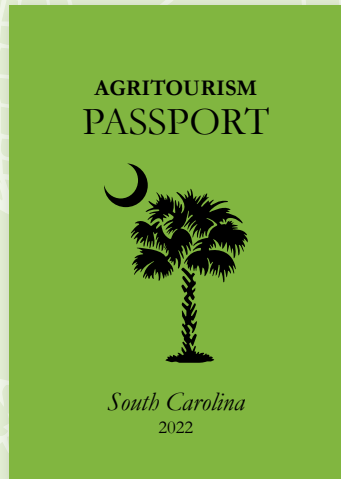
FARM STAMP PAGES





Agritourism Passport

HAS SINCE BEEN REDESIGNED TO USE CURRENT AGRITOURISM PROGRAM BRANDING



COVER

PARTICIPANT INFO / RULES PAGES

REGION DIVIDER PAGES

FARM STAMP PAGES





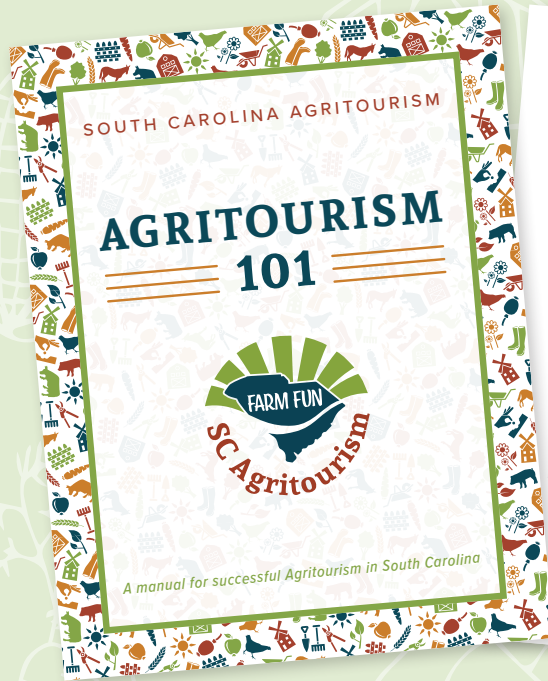
Agritourism Passport





Agritourism 101 Manual

ORIGINAL VERSION



South Carolina Agritourism Agritourism 101

Chapter 1 - Introduction to Agritourism

A. What is Agritourism?

On-farm Agritourism

Off-farm Agritourism

B. Why Agritourism

For the Farmer

For the Visitor

For the Community

C. Who is Agritourism's Target Audience?

D. History of Agritourism

E. Agritourism Today in the United States and South Carolina



Chapter 1 - Introduction to Agritourism

Chapter Overview

As you begin to explore the possibilities of integrating agritourism into your farming operation, it is important to understand the concepts, background and trends surrounding the agritourism industry. To help you develop this understanding, this chapter will:

- Define agritourism
- Discuss why one should become involved with agritourism
- Discuss potential target audiences
- Describe the history of agritourism
- Discuss agritourism today in the US and in South Carolina

A. What is Agritourism?

- An agritourism business is a farm enterprise operated for education, entertainment or recreation for the public that may also generate additional farm income by promoting farm products and experiences.
- Agritourism is the practice of attracting visitors to an area or areas used primarily for agricultural purposes.
- Agritourism can include both on-farm and off-farm activities, as long as they are agriculturally related.
- The ultimate goal of on-farm agritourism is to keep our SC family farms by increasing farm income.

On-farm Activities can include:

- ✓ U-pick / U-choose
- ✓ Animal experiences
- ✓ Barn dances
- ✓ Boating, canoeing etc.
- ✓ Human football
- ✓ Crop mazes
- ✓ Pumpkin checkers/bowling
- ✓ Farm tours
- ✓ Family reunions
- ✓ Hay / wagon rides
- ✓ Wildlife watching
- ✓ Hiking
- ✓ Picnics
- ✓ Floral arranging
- ✓ Disc golf courses
- ✓ Military reenactments
- ✓ Pumpkin patch
- ✓ Mud run / 5ks
- ✓ Cow / goat milking
- ✓ Hay bales jumping / slides
- ✓ Paint ball

- ✓ Painting
- ✓ Skeet shooting
- ✓ Apple sling shot
- ✓ Movie nights
- ✓ Haunted mazes
- ✓ Farm to table dinners
- ✓ Trail rides
- ✓ Pottery making
- ✓ Camping
- ✓ Bike trails
- ✓ Geocaching
- ✓ Corn pools
- ✓ Work-on-a-farm
- ✓ Weddings / birthdays
- ✓ Pig race track
- ✓ Wine tastings
- ✓ Bed & Breakfast
- ✓ Educational Experiences
- ✓ School Field Trips
- ✓ School tours
- ✓ Summer Camps

Off-farm Activities can include:

- ✓ Agriculture museums
- ✓ Roadside markets
- ✓ Farmers markets

- ✓ Festivals
- ✓ Historic carriage rides
- ✓ Living history agricultural events

B. Why Agritourism

Poor agricultural commodity prices with rising costs are slowly eroding the family farm income. Many farmers are forced to take second jobs or leave their farm just to make ends meet. But some farmers are recognizing the need and desire to diversify their farm products to increase their farm revenue and to keep the next generation on the farm. Allowing visitors to the farm is a great way to increase revenue. Agritourism is a prime direct marketing venue that increases the potential for high margin, on-farm sales of value-added products and experiences. The farmer, visitor, and community all experience benefits from agritourism.

For the Farmer:

- An opportunity to diversify income
- Increase revenue without increasing acreage
- Opportunity to build a new business with resources that already exist
- Provides a way to include future generations on the farm and keep the land in the family
- A way to supplement retirement
- A way to educate the public on how their food is grown
- Demonstrate how producers protect and care for the land and natural resources
- Educate people about the historical and modern methods of farming and the risks involved in everyday agriculture

For the Visitor:

- Unique and authentic experiences
- To get away from everyday stress, rest and relax
- Most people are three to five generations from the family farm
- To participate and see how their food is grown
- To experience South Carolina culture and heritage
- To have an adventure or celebrate an occasion

For the Community:

- Seasonal employment
- Promotion of local business
- Attracts visitors to the town which creates a multiplier effect (The visitor will need to buy gas, get food, perhaps rent a hotel room, etc.)
- Help build up the local economy

C. Who is Agritourism's target audience?

Different types of consumers are potential target audiences. These target audiences vary depending on the type of agritourism activities your farm plans to offer. Your target audiences include:

- Local families
- Families on vacation
- Married couples
- Seniors / retirees
- Teenagers
- Teachers / School classes
- Youth / Church groups
- FFA / 4-H groups
- Garden clubs
- Corporate Events
- Birthday party planners
- Engaged couples planning the big day
- Fair and festival goers
- Wine enthusiasts
- Hunters
- Bird watchers
- Photographers
- Hikers / bikers / boaters / rafters etc.
- Equine enthusiasts
- History buffs
- City folks

Each target audience may be looking for a different farm experience. Be aware of which audience you are interested in attracting and focus your attention and resources on that audience.

D. History of Agritourism

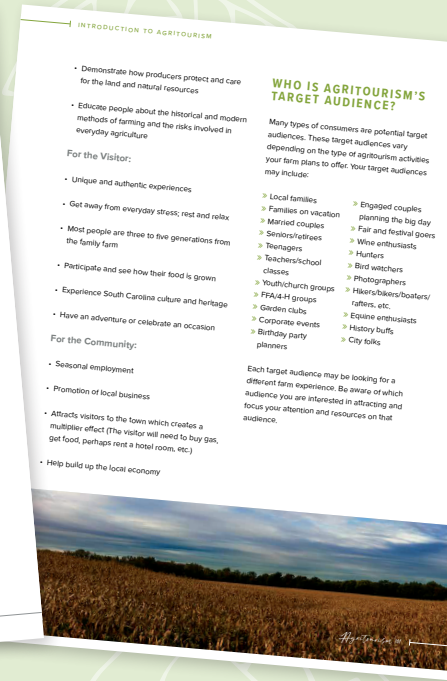
Agritourism in the United States has been around for over a century. In the late 1800s, families visited relatives in the country to escape the summer heat. Visiting farms continued to gain popularity with the invention of the automobile. Rural recreation became an escape from the stresses of the Great Depression and WWII in the 1930s and 1940s. This led to the widespread interest in horseback riding, farm petting zoos, and farm nostalgia during the 1960s and 1970s. In the 1980s and 1990s, farm vacations, bed and breakfasts, and commercial farm tours became popularized. With fewer multi-generational farms and an increase in interest to enjoy a farm experience, agritourism grew into the farm experience business it is today.





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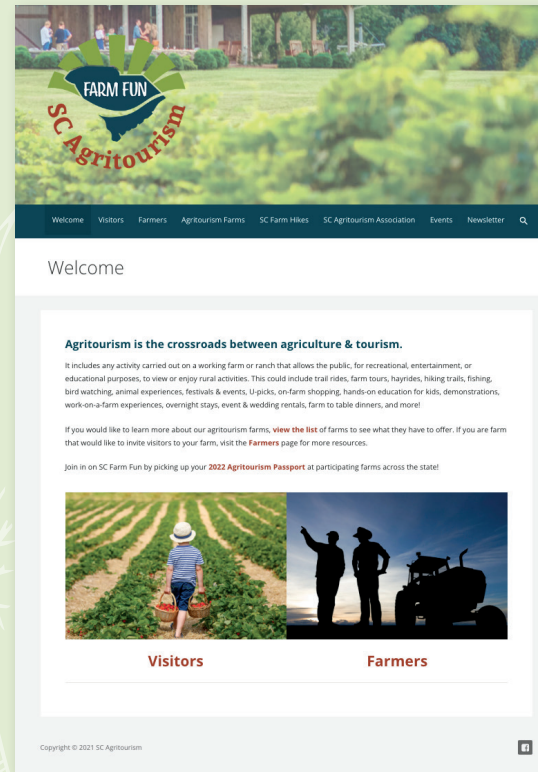
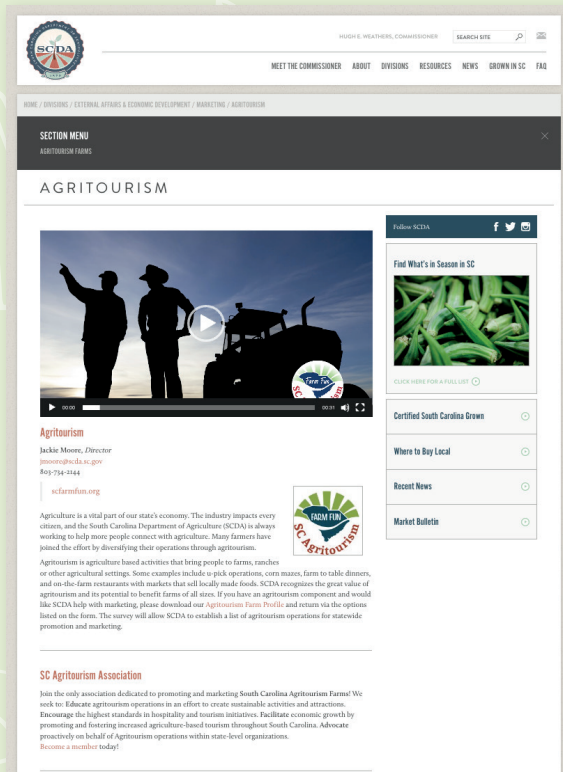




Agritourism Website

AGRITOURISM PAGE ON
MAIN SCDA WEBSITE

AGRICULTURE.SC.GOV/
MARKETING/AGRITOURISM



SEPARATE
AGRITOURISM WEBSITE

SCAGRITOURISM.ORG
SCFARMFUN.ORG





SC Farm Hikes



PROGRAM FLYER



TRAIL ETHIC POSTER

Who doesn't like getting outdoors to take a nice stroll or go for a run? Why not expand opportunities for the public to enjoy the sights and sounds on farms across the state? Have you thought of opening your farm to the public to walk on trails around the farm? Are you doing this already? We are starting a Farm Hikes program. The public will be invited to walk on trails along farms throughout the state. A welcoming environment for visitors! If you are interested, please fill out this form.

SC Agritourism Farm Hikes Registration

CONTACT INFORMATION

Farm Name _____
Contact Person(s) _____
Farm Address _____
Phone Number(s) _____
Email _____ Website _____
Facebook _____ Twitter _____

FARM INFORMATION

Hours of Operation _____
Best Season to Visit _____
Description of Farm _____
Off Limit Areas (Describe areas you do not want visitors) _____

TRAIL INFORMATION

Description of Trails (Paved, Mowed Path, etc.) _____
Number of Trails _____ Length of Each Trail _____
Trail(s) Difficulty _____
Highlight of Trail(s) (Lakes, woods, fields, wildlife, etc.) _____
☐ Self-guided ☐ Guided
Wheelchair Accessible? ☐ Yes ☐ No
Do you allow dogs or other pets? ☐ Yes ☐ No
Describe Parking Area _____
Trail Map Location _____
Amenities – Please check all that apply to your farm/trail:
☐ Cell Phone Service ☐ Bicycles Allowed ☐ Picnic Area
☐ Bathrooms ☐ Runners ☐ Accommodations
☐ Other(s) _____
Admission – Please check all that apply to your farm/trail:
☐ Cash ☐ Group Discounts ☐ Senior Citizen Discounts
☐ Check ☐ Military Discounts ☐ Student Discounts
☐ Credit Cards ☐ School Trip Rates
☐ Other(s) _____

RETURN FORM

By Mail: South Carolina Department of Agriculture
Attn: Jackie Moore
PO Box 9280
Columbia, SC 29211

Electronically: jmoore@scdca.sc.gov
FAX 803-734-9808

Save this form to your computer before filling and submitting electronically.

Updated 7/9/21

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REGISTRATION FORM

SC FARM HIKES
A New Agritourism Adventure

Eden Wind Farm

With thousands of square miles of forest, coast, and fa open spaces are legendarily beautiful. Enjoy a peaceful Carolina farm, experiencing the wild and the cultivated the Hiker Trail Ethic before you head out!

Available Farm Hikes

Charleston County

Eden Wind Farm

Fairfield County

Gypsy Wind Farms

Georgetown County

Kidogo Farms

Hours of Operation
24/7

Best Season to Visit
Fall, Winter, Spring

We have 44 acres with riding and walking trails.
Trails are bush-hogged and mowed grass. Trail map available at barn.
Highlights of the trails include a lake, woods, and lots of wildlife.

Number of Trails	Trail Difficulty	Trail Lengths
2	Mostly easy	1.5 hours

Off Limit Areas	Guided / Self-Guided	Wheelchair Accessible
Horse pastures and stails	Self-Guided	No

Pets Allowed	Parking Area	Cell Service
Yes	Plenty of parking	Yes

Bathrooms	Bicycles Allowed	Runners
Yes	Yes	Yes

Picnic Area	Accommodations	Credit Cards
Yes	No	No

Cash	Check	Senior Discount
Yes	No	No

Group Discount	Military Discount	Other Payments
No	No	Zelle

Student Discount	School Trip Rate	
No	No	

WEBSITE LISTING

